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Miami-Dade County, Florida

RFP No. 00279

RESIDENTIAL SATISFACTION SURVEY

2.1 Background

Miami Dade County (County) is seeking a firm to conduct mail and follow-up telephone resident satisfaction surveys (RSS) among County residents for the Community Information and Outreach Department. The statistically valid RSS shall assess residents overall satisfaction with the delivery of major County services in order to determine priorities for the community as part of the County's on-going strategic planning process. The survey should also allow for comparison from prior resident satisfaction surveys conducted by the County since 2003.

The County is one of the largest municipalities in the southeastern United States. The County employs more than 25,000 persons in 25 departments which serve a resident population of more than 2.6 million.

2.2 Minimum Qualification Requirement

The minimum qualification requirement for this Solicitation is The Proposer must have at least 3 years of experience evaluating satisfaction with large municipal government services which have a population over 1 million. The Proposer must also demonstrate a history of comparing service delivery across multiple municipalities (benchmarking).

2.3 Tasks

The goal of the project is to directly measure residents' satisfaction with major County services as well as their familiarity with the services offered. The RSS should also obtain input on how residents would prioritize among the available services. By the use of mass mailing, the questionnaire should be disseminated throughout the County's thirteen (13) Commission districts, using a selected sampling approach of at least 200 completed responses per district. The survey shall be in English, Spanish, and Creole, to reflect the demographics of the community. The sample size must ensure that the survey results have a confidence level of at least ninety-five percent (95%). This requirement is applicable to both overall survey results and the individual Commission district results. The Proposer shall ensure that there are no statistically significant differences in the results of the survey based on the method of administration (mail vs. phone). Surveys shall be geocoded to allow analyses of specific geographic and functional areas.

In attempting to resolve some issues associated with the length of the resident satisfaction survey (RSS) instrument, the County is requesting a split-questionnaire survey design in a similar manner used by the County during its 2008 RSS. A split-questionnaire approach would address survey length by dividing the RSS questionnaire into several components with each component containing approximately the same number of questions. The aggregate of these separately administered components would constitute a completed questionnaire. This effort to gather district-specific data will be supplemented by focus groups of each thirteen districts. The County will, thus, collect citizen feedback by phone, mail and in-person.

Interviewees would be asked one of these components along with a core component, administered to every interviewee, that includes questions that are considered to be vitally important (e.g.,

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socio-demographic questions). This will reduce interview time, yielding a lower per-survey cost and reducing the respondent burden, while preserving critical methodological and analytical requirements.

After the RSS mailing, the Proposer shall make follow-up telephone calls to the recipients to verify receipt and effect split-questionnaire completion by telephone as necessary.

The RSS results shall identify:

- Residents' satisfaction with major County services (overall and by Commission districts)
- Residents' awareness of key County services
- Residents' ratings of the importance of major County services
- Relationships between service importance and satisfaction
- Trends in comparison to previous residents' satisfaction surveys (provided by the County from RSS completed in 2005 and 2008)
- Location of the respondents, mapped by a geographic information system (GIS) application
- Performance comparisons (benchmarking) to comparable counties, municipalities, and cities
- Demographics of participating residents

Task 1

The Proposer shall have an initial meeting with the County's Project Manager to review timelines and determine how project updates will be provided to the County (daily, weekly, or as needed).

Task 2

The Proposer shall make recommendations concerning how the desired questions should be divided into the split-questionnaire format so that the required methodology and analyses is preserved.

The Proposer shall determine the statistically valid population sample size and selection process.

The Proposer shall develop the split-questionnaire to be used for mail and telephone. The split-questionnaire shall consist of approximately 130 variables, categorized into 15-20 areas. (Note: Previously, typical telephone respondents completed the survey in about 20 minutes.)

The Proposer and the County shall review the split-questionnaire (English). Once the County and the Proposer agree to the proposed questions and format changes, the instrument shall be translated by the Proposer into Spanish and Creole.

Task 3a

The Proposer shall implement the survey once approved by the County and conduct follow-up telephone calls to recipients about 10 days after initial mailing. The County reserves the right to review the preliminary results of the survey implementation during the first 30 days, and at regular

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intervals thereafter, in order to assure that the survey objectives are being met. If it is determined by the County that the objectives are not being met, the Proposer shall revise the split-questionnaire and/or respondent population selection process, until the County determines that the objectives are being met.

Task 3b

The Proposer shall conduct focus groups in each of the County's thirteen commission districts to gather in-person resident feedback. The in-person data collection will augment the information acquired through the survey. The Proposer will recruit participants so that they approximate the demographic composition of each district. The Proposer will provide the moderator's script and provide monetary compensation to participants in attendance.

Task 4

Once the survey has been completed the Proposer shall prepare a draft report (in Microsoft Word format), which shall include a descriptive summary and interpretation of the survey results. The report shall include:

- Executive summary of methodology and major findings
- Recommendations for action
- Charts, tables, and graphs depicting the survey results
- Importance-satisfaction analysis to help the County use survey data to set priorities
- Benchmarking data that compares the County's survey results to other large communities
- GIS representation of survey results
- Cross-tabulations that show the overall results of each survey question for the County as a whole and for each Commission district

Task 5

Prepare final report detailing survey results and incorporating comments from the County's Project Manager, if any, within two weeks of receipt of draft back from the County.

Task 6

The Proposer shall meet with the County's Project Manager to interpret survey results and to formulate effective strategies and plans of action for improving future resident survey initiatives.

A. Optional Focus Groups

The County may elect to have focus groups conducted in each of the 13 County commission districts. The Proposer shall separately quote the cost for conducting focus groups in each of the County's 13 commission districts to gather in-person resident feedback. The in-person data collection will augment the information acquired through the survey. The Proposer will recruit participants so that they approximate the demographic composition of each district. The Proposer will provide the moderator's script and provide monetary compensation to participants for attendance.

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B. Optional On-line or Internet Survey

The County, at its sole discretion, may elect to have the questionnaire completed on-line or via the internet in addition to being administered through the mail. The decision to exercise this option will be made prior to the printing of the cover letter for the mail survey.

2.4 Deliverables

To be provided to the County upon completion of each requested task as outlined in Section 2.3

Task 1:

Provide a project schedule showing report dates for review and approval by the County.

Task 2:

- a) Provide draft split-questionnaire to the County for review.
- b) Provide final questionnaire and suggested sample size for final approval by the County.

Task 3a & 3b:

- a) Provide preliminary results in Statistical Packages for Social Services (SPSS) format, Microsoft Excel and CSV, if requested.
- b) Provide raw data in SPSS format upon completion of survey phase.
- c) Provide Preliminary results from focus groups.

Task 4:

Provide draft report and review with the County's Project Manager or designee within 30 days of survey completion. The County will provide comments, if any, within one week of receipt of draft.

Task 5:

Provide final report to the County's Project Manager in electronic format (e-mail), compact disc, and 50 bound color hard copies.

Task 6:

These recommendations should be included in an addendum to the final report.

2.5 Schedule

It is expected that the entire project will be completed as soon as possible, but no longer than the term of six months.